

# **Importance-Performance (I-P) of Post-Graduate Learners**

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**Center for Student Management  
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# Objectives of meeting

- 1) To evaluate I-P Survey data on students' assessment of services & facilities.
- 2) To recommend appropriate interventions to improve services & facilities.

## Study guided by following research findings

- Reduced customer defection (5%) boosts profits (25% to 85%): Reichheld & Sasser, 1990
- Service quality (SQ) is an antecedent of consumer satisfaction (CS) and CS exerts a stronger influence on purchase intention than does SQ: Cronin & Taylor, 1992.

# Sample and data

- Sample covered 530 post-graduate students spread over 11 regional/learning centres.
- Survey was conducted in May 2008.
- Effective response rate was 43% (or 231 responding post-graduate students)

# Population and sample distribution

State LC	Population	Sample (%)	State LC	Population	Sample (%)
Kedah	33	17 (52)	Trengganu	26	14 (54)
Penang	22	12 (55)	Kelantan	68	34 (50)
Perak	27	15 (56)	Kuala Lumpur	538	290 (54)
N.Sembilan	11	6 (55)	Sabah	85	45 (53)
Johor	31	17 (55)	Sarawak	136	68 (50)
Pahang	24	12 (50)	<b>Malaysia</b>	<b>1,001</b>	<b>530 (53)</b>

# Distribution of respondents

State LC	Sample	Response (%)	State LC	Sample	Response (%)
Kedah	21	21 (100)	Trengganu	14	0 (0)
Penang	12	8 (67)	Kelantan	34	21 (62)
Perak	15	0 (0)	Kuala Lumpur	290	110 (38)
N.Sembilan	8	8 (100)	Sabah	45	1 (2)
Johor	17	9 (53)	Sarawak	68	43 (63)
Pahang	12	10 (83)	<b>Malaysia</b>	<b>536</b>	<b>231 (43)</b>

# I-P Questionnaire

- Part A: Background : 18 questions (a1 to a18)
- Part B: 46 statements (b1 to b46) concerning importance of services & facilities provided
- Part C: 46 statements (c1 to c46) concerning performance of services & facilities provided

# I-P Questionnaire

- Part D:
  - Overall quality of services & facilities:1 statement (D1)
  - Overall satisfaction towards services & facilities:1 statement (D2)
  - Intention to complete study:1 statement (D3)
  - Students' comments and suggestions

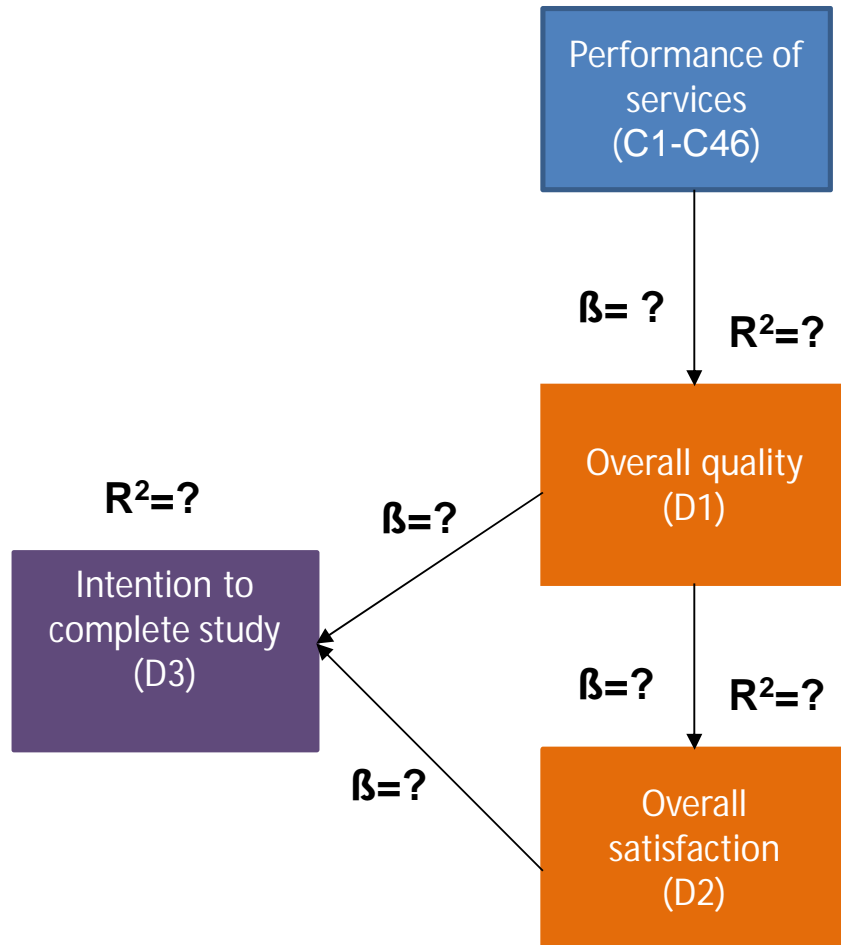


# **A Sample of the Questionnaire**

## **Empirical relationship of service performance with satisfaction & intention to complete study**

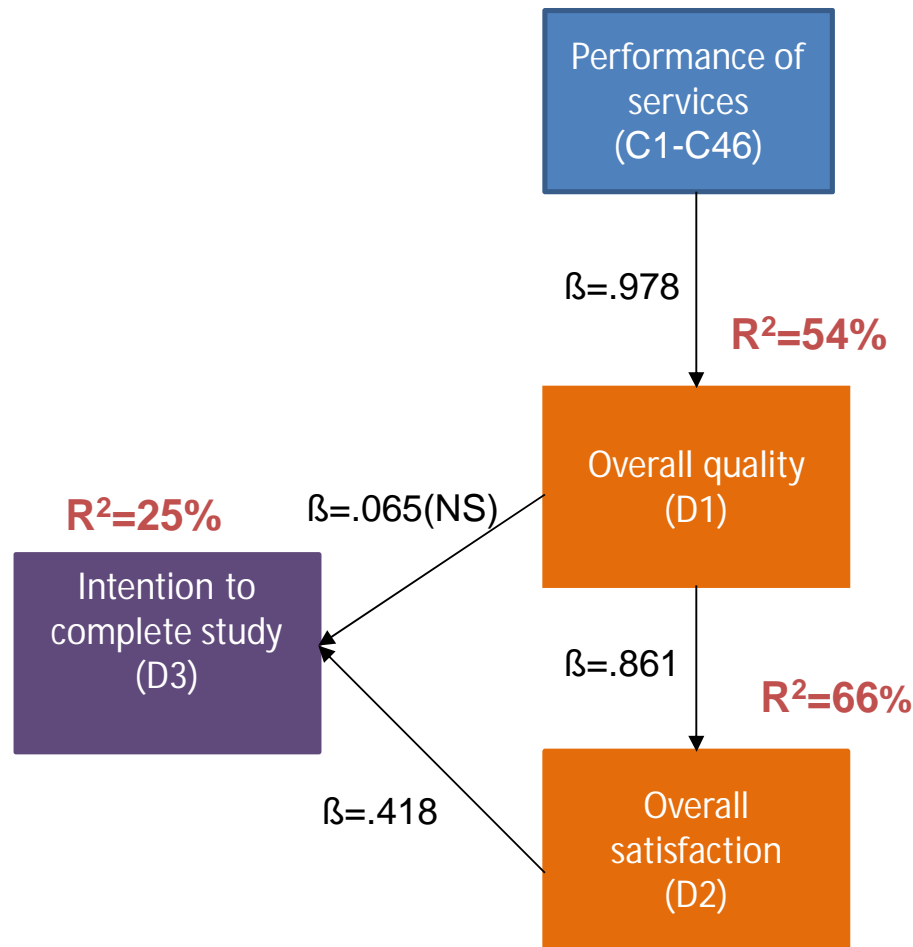
- A regression analysis was performed to evaluate the relationship of performance of services (c1-c46) with student satisfaction and their intention to complete study.
- Results indicate a strong relationship among these three variables.

# Student Retention Model



- 1) Does performance of services influence overall quality?
- 2) Does overall quality influence overall satisfaction?
- 3) Does overall quality influence intention to complete study?
- 4) Does overall satisfaction influence intention to complete study?
- 5) What are the implications of 1,2,3 4 on student retention?

# Performance of services, overall quality, overall satisfaction & intention to complete study



- Performance of services influences overall quality.
- Overall quality impacts overall satisfaction.
- Overall satisfaction influences intention to complete study.
- Therefore, crucial to identify strengths and weaknesses of performance of services for further improvements.

# Ratings of services

- Overall performance rating was high (5.5) relative to importance rating (6.1), with gap of only 0.6 point.
- Data shows an unequal spread of performance ratings across state learning centres and programmes.
- Also unequal spread of ratings for overall quality and satisfaction.
- Suggest need for further improvement of services.

## Importance & performance mean scores: State LCs

State LCs	Importance (I)	Performance (P)	Importance-Performance (I-P) Gap
Johor	6.1	5.0	1.1
Penang	6.2	5.1	1.1
Kuala Lumpur	6.0	5.2	0.8
Pahang	5.9	5.4	0.5
Sarawak	6.2	5.7	0.5
N. Sembilan	6.2	5.8	0.4
Kedah	5.9	5.9	0.0
Kelantan	6.3	6.2	0.1
Overall mean	6.1	5.5	0.6
CV (%)	2.3	7.3	64.8

State LCs	n	Importance	Performance	Overall quality	Overall satisfaction	Intend to complete study
<b>Johor</b>	<b>9</b>	<b>6.1</b>	<b>5.0</b>	<b>5.0</b>	<b>4.8</b>	<b>6.3</b>
<b>Pulau Pinang</b>	<b>8</b>	<b>6.2</b>	<b>5.1</b>	<b>3.5</b>	<b>3.6</b>	<b>4.8</b>
Kuala Lumpur	110	6.0	5.2	5.1	5.2	6.1
Pahang	10	5.9	5.4	5.1	5.1	5.9
Sarawak	43	6.2	5.7	5.6	5.7	6.3
Negri Sembilan	8	6.2	5.8	6.1	5.9	6.5
Sabah	25	5.8	5.8	5.7	5.6	6.2
Kedah	21	5.9	5.9	6.0	6.2	6.3
kelantan	21	6.3	6.2	6.1	6.2	6.7
Perak	10	6.3	5.6	5.3	5.4	6.4
Overall	n	265	263	258	259	257
	Mean	6.1	5.5	5.4	5.4	6.2

# JOHOR (Top 10 I-P Gap)

Description	N (I)	Mean (I)	Mean (P)	I_P Gap
Providing learning skills workshops	9	5.8	3.6	2.2
Discounts on tuition fees	8	6.9	4.8	2.1
Tutorials conducted according to time-table	9	6.2	4.2	2.0
Reasonable tuition fees	9	6.3	4.6	1.8
Academic staff delivering what is promised	9	6.1	4.4	1.7
Staff always willing to help	9	6.7	5.0	1.7
Knowledgeable and competent staff	9	6.3	4.7	1.7
Up-to-date T&L facilities	9	6.3	4.7	1.7
Attending to enquiries	9	6.3	4.7	1.7
Quality programmes	9	6.9	5.3	1.6



# PENANG (Top 10 I-P Gap)

Description	N (I)	Mean (I)	Mean (P)	I_P Gap
Academic staff delivering what is promised	7	6.7	4.4	2.3
Distributing modules on registration day	8	6.5	4.4	2.1
Staff always willing to help	8	6.5	4.4	2.1
Attending to enquiries	8	6.6	4.6	2.0
Easy contacts by telephones	8	6.5	4.5	2.0
Reasonable tuition fees	8	6.4	4.5	1.9
Learners allowed to sit for exam at any learning centre	8	6.6	4.8	1.9
Knowledgeable and competent staff	7	6.6	4.9	1.7
Attend face-to-face tutorials	8	6.6	5.0	1.6
Informing when tutorials/seminars will be held	8	6.4	4.9	1.5

# Importance and performance mean scores: by programmes

Programmes	Importance (I)	Performance (P)	I-P Gap
MMC	6.1	4.3	1.8
MSc(Eng)	5.0	5.1	-0.1
MM	6.1	5.2	0.9
MBA	6.0	5.2	0.8
MIT	6.0	5.3	0.7
Phd(Ed)	6.0	5.4	0.6
MIS	6.4	5.5	0.9
Phd(BA)	6.0	5.5	0.5
M.Ed	6.1	5.8	0.3
Overall mean	6.1	5.5	0.6
CV (%)	6.7	8.9	88.6

Programmes	n	Importance	Performance	Overall quality	Overall satisfaction	Intend to complete study
MMC	4	6.1	4.3	4.5	4.8	5.5
MSc(Eng)	3	5.0	5.1	5.0	5.3	6.0
MM	21	6.0	5.2	5.1	5.1	6.0
MBA	83	6.0	5.3	5.0	5.1	6.0
MIT	8	6.0	5.3	5.0	5.1	6.0
Phd(Ed)	9	6.0	5.3	5.0	5.0	6.4
MIS	7	6.3	5.4	5.1	4.9	6.3
Phd(BA)	7	6.0	5.5	5.4	5.6	6.1
M.Ed	123	6.1	5.9	5.7	5.8	6.3
<b>Overall</b>	<b>n</b>	<b>265</b>	<b>263</b>	<b>258</b>	<b>259</b>	<b>257</b>
	<b>Mean</b>	<b>6.1</b>	<b>5.5</b>	<b>5.4</b>	<b>5.4</b>	<b>6.2</b>

# MMC (10 Lowest Performance)

Services/Facilities	MMC
OUM distributes modules to learners on registration day	3.0
Appearance of learning centres is appealing	3.0
OUM provides learning skills workshop to prepare new learners in their study	3.3
Tutors/facilitators provide prompt feedback on assignments	3.3
OUM offers programmes with flexible syllabus and structure	3.5
OUM charges reasonable tuition fees	3.5
Toll free number for Learner Services Centre is easily reachable	3.5
Digital library facilities are easily accessible to learners	3.5
OUM has up-to-date teaching and learning facilities	3.5
Online forum discussion contributes to the overall course grades	3.8
OUM informs learners when tutorial/seminar/exam will be held	3.8

# MIS (10 Lowest Performance)

Services/Facilities	MIS
OUM distributes modules to learners on registration day	4.7
Tutors/facilitators provide prompt feedback on assignments	4.7
Toll free number for Learner Services Centre is easily reachable	4.8
Appearance of learning centres is appealing	4.9
Learners can choose either full online, modified or blended mode of learning	5.0
Tutors/facilitators provide prompt feedback on online forum discussions	5.0
OUM staff are well dressed	5.0
OUM staff attend to learners' enquiries/complaints promptly	5.0
OUM implements standard procedures for seminar/tutorial/examination/assignment	5.1
Online forum discussion contributes to the overall course grades	5.1

# Ph.D (Ed) (10 Lowest Performance)

Services/Facilities	Phd (Ed)
Online forum discussion contributes to the overall course grades	4.0
Tutors/facilitators provide prompt feedback on online forum discussions	4.3
OUM keeps up-to-date records of learners	4.4
OUM informs learners when tutorial/seminar/exam will be held	4.5
Toll free number for Learner Services Centre is easily reachable	4.5
OUM has up-to-date learning management system, myLMS	4.6
OUM has up-to-date teaching and learning facilities	4.6
OUM staff attend to learners' enquiries/complaints promptly	4.6
OUM provides learning skills workshop to prepare new learners in their study	4.6
Tutors/facilitators provide prompt feedback on assignments	4.8

# **STUDENTS' COMMENTS AND SUGGESTIONS**

Centre closed when it is supposed to open for video conferencing/classes during weekend. Again it is closed on the following Monday in lieu of office being closed on the weekend - Kuching.

**Section D: Overall Evaluation**

Please tick(✓) the appropriate box that best reflects your opinion of the services/facilities provided by OUM to learners.

1. Overall, the quality of OUM services/facilities provided to learners is:

☐ Very poor    ☐ Poor    ☒ Quite poor    ☐ Neutral    ☐ Quite good    ☐ Good    ☐ Excellent

2. Overall, my feelings towards OUM services/facilities can best be described as:

☐ Very unsatisfied    ☐ Unsatisfied    ☒ Quite unsatisfied    ☐ Neutral    ☐ Quite satisfied    ☐ Satisfied    ☐ Very satisfied

3. I intend to complete my study programme at OUM, even though I have to overcome many challenges

☐ Strongly disagree    ☐ Disagree    ☐ Quite disagree    ☐ Neutral    ☐ Quite agree    ☐ Agree    ☒ Strongly agree

4. Explain the reason(s) why you do not agree with the statement D3 (that is, response is 1,2,3 or 4 for D3).

*Centre closed when it is supposed to be open for video conferencing/classes during weekends. Then again it's closed on following Monday in lieu of opening office during weekends.*



Library hours not long enough for CGS students. Prefer the old format of 1 meeting/month - KL.

**Section D: Overall Evaluation**

Please tick (✓) the appropriate box that best reflects your opinion of the services/facilities provided by OUM to learners.

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☐ 1 Very poor   ☐ 2 Poor   ☒ 3 Quite poor   ☐ 4 Neutral   ☐ 5 Quite good   ☐ 6 Good   ☐ 7 Excellent

2. Overall, my feelings towards OUM services/facilities can best be described as:

☐ 1 Very unsatisfied   ☐ 2 Unsatisfied   ☒ 3 Quite unsatisfied   ☐ 4 Neutral   ☐ 5 Quite satisfied   ☐ 6 Satisfied   ☐ 7 Very satisfied

3. I intend to complete my study programme at OUM, even though I have to overcome many challenges.

☐ 1 Strongly disagree   ☐ 2 Disagree   ☐ 3 Quite disagree   ☐ 4 Neutral   ☐ 5 Quite agree   ☐ 6 Agree   ☒ 7 Strongly agree

4. Explain the reason(s) why you do not agree with the statement D3 (that is, response is 1, 2, 3 or 4 for D3).

Library hours not long enough for CGS students.  
Prefer the old format for 1 mtg a month.

I really hope that OUM allows learners to attend face-to-face tutorials and to sit for exam at any learning centre of their choice - Kuching

**Section D: Overall Evaluation**

Please tick (✓) the appropriate box that best reflects your opinion of the services/facilities provided by OUM to learners.

1. Overall, the quality of OUM services/facilities provided to learners is:

☐ [1] Very poor    ☐ [2] Poor    ☒ [3] Quite poor    ☐ [4] Neutral    ☐ [5] Quite good    ☐ [6] Good    ☐ [7] Excellent

2. Overall, my feelings towards OUM services/facilities can best be described as:

☐ [1] Very dissatisfied    ☐ [2] Dissatisfied    ☒ [3] Quite dissatisfied    ☐ [4] Neutral    ☐ [5] Quite satisfied    ☐ [6] Satisfied    ☐ [7] Very satisfied

3. I intend to complete my study programme at OUM, even though I have to overcome many challenges:

☐ [1] Strongly disagree    ☐ [2] Disagree    ☒ [3] Quite disagree    ☐ [4] Neutral    ☐ [5] Quite agree    ☒ [6] Agree    ☐ [7] Strongly agree

4. Explain the reason(s) why you do not agree with the statement (D3: If 'Disagree' response is 1, 2, 3 or 4 for D3):

I really hope that OUM allows learners to attend face-to-face tutorials at any learning centre of their choice & allows learners to sit for exam at any learning centre of their choice.

OUM adalah satu institusi yang mengamalkan pembelajaran sepanjang hayat. Oleh itu, saya bersetuju banyak program OUM yang mencabar

#### Section D: Overall Evaluation

Please tick(✓) the appropriate box that best reflects your opinion of the services/facilities provided by OUM to learners.

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3. I intend to complete my study programme at OUM, even though I have to overcome many challenges

☐ 1 Strongly disagree   ☐ 2 Disagree   ☐ 3 Quite disagree   ☐ 4 Neutral   ☐ 5 Quite agree   ☒ 6 Agree   ☐ 7 Strongly agree

4. Explain the reason(s) why you did not agree with the statement: D3 (that is, response is 1, 2, 3 or 4 for D3).

OUM adalah institusi yang mengamalkan pembelajaran sepanjang hayat. Oleh itu, saya bersetuju banyak program OUM yg mencabar.

# Flexible time for submission of assignment - KL

## Section D: Overall Evaluation

Please tick(✓) the appropriate box that best reflects your opinion of the services/facilities provided by OUM to learners.

1. Overall, the quality of OUM services/facilities provided to learners is:

- ☐ 1 Very poor    ☐ 2 Poor    ☐ 3 Quite poor    ☐ 4 Neutral    ☐ 5 Quite good    ☒ 6 Good    ☐ 7 Excellent

2. Overall, my feelings towards OUM services/facilities can best be described as:

- ☐ 1 Very unsatisfied    ☐ 2 Unsatisfied    ☐ 3 Quite unsatisfied    ☐ 4 Neutral    ☒ 5 Quite satisfied    ☐ 6 Satisfied    ☐ 7 Very satisfied

3. I intend to complete my study programme at OUM, even though I have to overcome many challenges:

- ☐ 1 Strongly disagree    ☐ 2 Disagree    ☐ 3 Quite disagree    ☐ 4 Neutral    ☒ 5 Quite agree    ☐ 6 Agree    ☐ 7 Strongly agree

4. Explain the reason(s) why you do not agree with the statement D3 (that is, responses 1, 2, 3 or 4 for D3).

The assignment duration of submission must be made or schedule to be flexible as it will help student who may have limited time.

Believe need to develop multimedia E learning for especially difficult subjects. Students can learn with the aid of a notebook - KL

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☐ 1 Strongly disagree    ☐ 2 Disagree    ☐ 3 Quite disagree    ☐ 4 Neutral    ☐ 5 Quite agree    ☐ 6 Agree    ☒ 7 Strongly agree

4. Explain the reason(s) why you do not agree with the statement D3 (that is, response is 1, 2, 3 or 4 for D3).

Centre closed when it is supposed to be open for video conferencing/ classes (during weekends) then again its closed on following Monday in lack of opening Office during weekends.

Too many assignments for one subject. Level of tolerance in giving out assignment. LC?

#### Section D: Overall Evaluation

Please tick (✓) the appropriate box that best reflects your opinion of the services/facilities provided by OUM to learners.

1. Overall, the quality of OUM services/facilities provided to learners is:

☐ 1. Very poor

☐ 2. Poor

☐ 3. Quite poor

☐ 4. Neutral

☒ 5. Quite good

☐ 6. Good

☐ 7. Excellent

2. Overall, my feelings towards OUM services/facilities can best be described as:

☐ 1. Very unsatisfied

☐ 2. Unsatisfied

☐ 3. Quite unsatisfied

☐ 4. Neutral

☐ 5. Quite satisfied

☒ 6. Satisfied

☐ 7. Very satisfied

3. I intend to complete my study programme at OUM, even though I have to overcome many challenges

☐ 1. Strongly disagree

☐ 2. Disagree

☐ 3. Quite disagree

☐ 4. Neutral

☒ 5. Quite agree

☐ 6. Agree

☐ 7. Strongly agree

4. Explain the reason(s) why you do not agree with the statement D3 (if any) (i.e. response is 1, 2, 3 or 4 for D3).

Too many assignment in one subject,  
really demotivate us. ~~As~~ we are part-time  
students, there should be a level  
of tolerance for in giving ~~other~~ the assignments.

This my 3<sup>rd</sup> Semester. From first semester, OUM does not provide full tutorial material during registration. Must provide all material before sem commences. Some students received books, some did not. - KL

#### Section D: Overall Evaluation

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3. I intend to complete my study programme at OUM, even though I have to overcome many challenges:

☐ 1. Strongly disagree

☐ 2. Disagree

☐ 3. Quite disagree

☐ 4. Neutral

☐ 5. Quite agree

☒ 6. Agree

☐ 7. Strongly agree

4. Explain the reason(s) why you **do not** agree with the statement D3 (that is, response is 1, 2, 3 or 4 <sup>very</sup> or D3).

This is my 3<sup>rd</sup> semester in MBA. From the 1<sup>st</sup> semester, OUM does not provide the 'full' tutorial material to student during registration. There must provide to student all material for us to study before the seminar. I hate this seminar, we do not received the books. Some of the student received it during registration, some don't. very funny!

If supervisors or lecturers are not good what is the point? \_ LC?

### Section D: Overall Evaluation

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3. I intend to complete my study programme at OUM, even though I have to overcome many challenges

☐ 1 Strongly disagree    ☐ 2 Disagree    ☒ 3 Quite disagree    ☐ 4 Neutral    ☐ 5 Quite agree    ☐ 6 Agree    ☐ 7 Strongly agree

4. Explain the reason(s) why you do not agree with the statement D3 (your response is 1, 2, 3 or 4 for D3).

If supervisors or lecturers are not good, what's the point then?  
so far its neutral



Unorganized, unsynchronized management staff. Poor customer service and project unprofessional image to students. Staff not knowledgeable. Can't speak proper English and slow response to feedback. Disorganized attire and office always unattended. Time table clashes often. Incompetent staff. Unfair tuition fees for 5 sessions but only 3 sessions were offered. Students feel cheated and treated unfairly. Management not customer centric.

- Penang

**Section D: Overall Evaluation**

Please tick(✓) the appropriate box that best reflects your opinion of the services/facilities provided by OUM to learners.

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☐ 1 Strongly disagree    ☐ 2 Disagree    ☐ 3 Quite disagree    ☒ 4 Neutral    ☐ 5 Quite agree    ☐ 6 Agree    ☐ 7 Strongly agree

4. Explain the reason(s) why you do not agree with the statement D3 (that is, response is 1, 2, 3 or 4 for D3).

*Unorganized, unsynchronized management staff. Poor customer service & project unprofessional image to customers / students. Staff not knowledgeable, cannot speak proper English & slow response to feedback. Disorganized office and office always unattended. Time table clashes very often. Incompetent staff compared to other universities. Unfair tuition fees to students - charging students tuition fees for 5 sessions but students only hv 3 sessions. Students feel cheated & treated unfairly. Management shld be more customer centric.*

My first semester started very late (22/2/08) and exam was held during 25-27<sup>th</sup>. So within 2 months we have 3 subjects to study. That is why I feel the study is difficult. – Seberang Prai

#### Section D: Overall Evaluation

Please tick (✓) the appropriate box that best reflects your opinion of the services/facilities provided by OUM to learners:

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☐ Very poor

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☐ Quite poor

☐ Neutral

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☐ Good

☐ Excellent

2. Overall, my feelings towards OUM services/facilities can best be described as:

☐ Very unsatisfied

☐ Unsatisfied

☐ Quite unsatisfied

☐ Neutral

☒ Quite satisfied

☐ Satisfied

☐ Very satisfied

3. I intend to complete my study programme at OUM, even though I have to overcome many challenges:

☐ Strongly disagree

☐ Disagree

☐ Quite disagree

☐ Neutral

☐ Quite agree

☒ Agree

☐ Strongly agree

4. Explain the reason(s) why you do not agree with the statement D3 (that is, response is 1, 2, 3 or 4 for D3):

One complaint is - that my first semester start very late (22/2/08) and our exam is on 25<sup>th</sup>, 26<sup>th</sup> & 27<sup>th</sup>. So, by two months time, we have to struggle 3 subject. That what I feel very difficult.

Unorganized, slow in response to enquiries posted. Poor customer service. Charging tuition fees for 5 sessions but only 3 sessions were conducted. - Penang

#### Section D: Overall Evaluation

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3. I intend to complete my study programme at OUM, even though I have to overcome many challenges

☐ [1] Strongly disagree    ☐ [2] Disagree    ☐ [3] Quite disagree    ☒ [4] Neutral    ☐ [5] Quite agree    ☐ [6] Agree    ☐ [7] Strongly agree

4. Explain the reason(s) why you **do not agree** with the statement D3 (that is, response is 1, 2, 3 or 4 for D3).

1. Unorganised, slow in response if any enquiries posted, poor customer service.
2. Charging students for 5 tuition fees but students only have 3 sessions.
- 3.

I disagree with blended mode system, with the same fees paid we deserve better sytem.. LC?

#### Section D: Overall Evaluation

Please tick(✓) the appropriate box that best reflects your opinion of the services/facilities provided by OUM to learners.

1. Overall, the quality of OUM services/facilities provided to learners is:

☐ 1 Very poor

☐ 2 Poor

☐ 3 Quite poor

☐ 4 Neutral

☒ 5 Quite good

☐ 6 Good

☐ 7 Excellent

2. Overall, my feelings towards OUM services/facilities can best be described as:

☐ 1 Very unsatisfied

☐ 2 Unsatisfied

☐ 3 Quite unsatisfied

☐ 4 Neutral

☒ 5 Quite satisfied

☐ 6 Satisfied

☐ 7 Very satisfied

3. I intend to complete my study programme at OUM, even though I have to overcome many challenges

☐ 1 Strongly disagree

☐ 2 Disagree

☐ 3 Quite disagree

☒ 4 Neutral

☐ 5 Quite agree

☐ 6 Agree

☐ 7 Strongly agree

4. Explain the reason(s) why you do **not** agree with the statement D3 (last is; response is 1,2,3 or 4 for D3).

I disagree with the blended <sup>mode</sup> system, which had been introduced at beginning of Jan. 08. Students should be provided enough knowledge and guidance from the experts. With the same fees paid we deserve fair attention.

Willing to complete my study because my vision is to be better off – KL.

OUM did not provide learning skills workshop to prepare new students in study. Facilities like power point are not sufficient. - JB

**Section D: Overall Evaluation**

Please tick (✓) the appropriate box that best reflects your opinion of the services/facilities provided by OUM to learners.

1. Overall, the quality of OUM services/facilities provided to learners is:

☐ 1 Very poor   ☐ 2 Poor   ☐ 3 Quite poor   ☐ 4 Neutral   ☐ 5 Quite good   ☒ 6 Good   ☐ 7 Excellent

2. Overall, my feelings towards OUM services/facilities can best be described as:

☒ 1 Very unsatisfied   ☐ 2 Unsatisfied   ☐ 3 Quite unsatisfied   ☐ 4 Neutral   ☐ 5 Quite satisfied   ☐ 6 Satisfied   ☐ 7 Very satisfied

3. I intend to complete my study programme at OUM, even though I have to overcome many challenges:

☒ 1 Strongly disagree   ☐ 2 Disagree   ☐ 3 Quite disagree   ☐ 4 Neutral   ☐ 5 Quite agree   ☐ 6 Agree   ☐ 7 Strongly agree

4. Explain the reason(s) why you do not agree with the statement D3 (that is, response is 1, 2, 3 or 4 for D3):

I willing to complete my study even there are  
lots of obstacles i had to face because my  
vision to be better and add knowledge as well.

The previous timetable is more suitable for working/family adults. 5 hours per seminar is more appropriate rather than 3 hours per seminar - KL

#### Section D: Overall Evaluation

Please tick(✓) the appropriate box that best reflects your opinion of the services/facilities provided by OUM to learners.

1 Overall, the quality of OUM services/facilities provided to learners is:

☐ 1 Very poor

☐ 2 Poor

☐ 3 Quite poor

☒ 4 Neutral

☐ 5 Quite good

☐ 6 Good

☐ 7 Excellent

2 Overall, my feelings towards OUM services/facilities can best be described as:

☐ 1 Very dissatisfied

☐ 2 Dissatisfied

☒ 3 Quite dissatisfied

☐ 4 Neutral

☐ 5 Quite satisfied

☐ 6 Satisfied

☐ 7 Very satisfied

3 I intend to complete my study programme at OUM, even though I have to overcome many challenges:

☐ 1 Strongly disagree

☐ 2 Disagree

☐ 3 Quite disagree

☐ 4 Neutral

☒ 5 Quite agree

☒ 6 Agree

☐ 7 Strongly agree

4 Explain the reason(s) why you do not agree with the statement D3 (that is, response is 1, 2, 3 or 4 for D3):

I agree to the statement where I need to overcome many challenges such as the seminar timetable is not flexible in order for me to complete the programme. The previous timetable is more suitable for no or a working / family adult where 5 hrs per seminar is more appropriate rather than 3 hrs per seminar.

# Recommendations

- 1) VC will be replaced by VCD, VC is only used for Ph.D (Ed)
- 2) To make the registration compulsory for new learners
- 3) To emphasize on the need of learners to use the Information Skills Handbook (CD) during the registration briefing
- 4) Flexible time for submission of assignment
- 5) Not enough e-materials, particularly for difficult subjects, perhaps we can use textbooks, with ready to use CD's

## Recommendations (cont'd...)

- 6) E-CRM should be shown in myLMS for post-graduate learners
- 7) CSM to pass over the LSC brochure to CGS
- 8) To conduct a series of Focus Group Discussions with smaller groups (between 8-14) especially those programmes with smaller enrolments, and in P.Pinang
- 9) To use the Facilitator Handbook (similar to tutor handbook) to train the facilitators
- 10) To conduct the survey annually and survey should also include students who have finished their coursework and are in the research stage (Master's Project/ Dissertation / Thesis).